

# **GATE Apprenticeship Program**

## **Advertising/Public Relations**

**Objective:** Present the realities of advertising and public relations to students with an interest in the fields and/or demonstrated skills in journalism and related professions. Give career guidance for future study and employment. Content: A bit of history and discussion on the current practice will lead to some analysis of cases (successful and unsuccessful). Students will work on a campaign or series of programs to provide advertising and public relations assistance to a "client of their choosing." Readings: Handouts from current texts or professional journals will be provided. Videos will be used for class discussion.

**All sessions will meet on Fridays from 8:30 AM until 11:00 AM in Room 606 Academic Hall Point Park University 201 Wood Street, Pittsburgh, PA 15222**

Date	Activities
1/15/2010	Communications as a process. Journalism and contemporary advertising and public relations practice.
1/29/2010	Communications campaigns. Professional employment opportunities.
2/12/2010	Case studies in advertising and public relations.
2/26/2010	The creative process, types of creative themes, role of the art director, copy writer, etc.
3/12/2010	Integrated communications. Review the interaction of advertising and public relations.
3/26/2010	Career paths. New opportunities.

**Notes To Students: Dates/locations and activities are subject to change. Instructors may issue changes in class; therefore, if a student misses a session, it is their responsibility to obtain missed information.**

**Point Park University  
Robert O'Gara**